

WHAT IS CLAIMED IS:

1 1. A method for collecting information related to an information
2 distribution system, comprising:
3 receiving user inputs at a terminal;
4 collecting trend data based on the received user inputs; and
5 reporting the collected trend data to a server in the information distribution
6 system.

1 2. The method of claim 1, wherein each received user input corresponds
2 to an event, the method further comprising:
3 stamping each event with a time of occurrence for the event.

1 3. The method of claim 2, further comprising:
2 associating each event with a source where the event occurred.

1 4. The method of claim 1, wherein the collected trend data is reported
2 periodically.

1 5. The method of claim 1, wherein the collected trend data is reported
2 upon receiving a request for the trend data.

1 6. The method of claim 1, wherein the trend data includes user interaction
2 at the terminal.

1 7. The method of claim 1, wherein the trend data includes user
2 demographic information.

1 8. The method of claim 1, wherein the trend data includes user selections
2 for specific programming choices.

1 9. The method of claim 1, wherein the trend data is indicative of user
2 preferences for programming.

1 10. The method of claim 1, wherein the user inputs include a selection for
2 a particular filter icon from among a plurality of filter icons provided in a user interface at
3 the terminal.

1 11. The method of claim 1, wherein the user inputs include a selection for
2 a particular program provided to the terminal.

1 12. The method of claim 1, wherein the user inputs include a request for a
2 particular program to be provided to the terminal.

1 13. The method of claim 1, wherein the user inputs include user
2 navigation through a user interface.

1 14. A method for collecting information related to an information
2 distribution system, comprising:
3 receiving user inputs at a terminal, wherein each received user input
4 corresponds to an event;
5 stamping each event with a time of occurrence for the event;
6 collecting trend data based on the events at the terminal; and
7 reporting the collected trend data to a server in the information distribution
8 system.

1 15. A method for collecting information related to an information
2 distribution system, comprising:
3 receiving trend data based on user inputs at a plurality of terminals; and
4 analyzing the trend data in accordance with one or more categories.

1 16. The method of claim 15, further comprising:
2 determining statistical information for the received trend data.

1 17. The method of claim 15, further comprising:
2 polling the plurality of terminals for the trend data.

1 18. The method of claim 17, wherein the plurality of terminals are
2 randomly selected for polling.

1 19. The method of claim 15, wherein the trend data is indicative of user
2 preferences relating to television viewing.

1 20. The method of claim 15, wherein the trend data is indicative of user
2 habits and preferences relating to use of an interactive program guide.

1 21. The method of claim 15, wherein each received user input corresponds
2 to an event at the terminal, and wherein the trend data includes a plurality of events
3 collected at the plurality of terminals.

1 22. The method of claim 21, wherein the analyzing includes
2 categorizing the events into time of day at which the events occurred.

1 23. The method of claim 21, wherein the analyzing includes
2 categorizing the events into day of week in which the events occurred.

1 24. The method of claim 21, wherein the analyzing includes
2 categorizing the events by geographic regions in which the events
3 occurred.

1 25. A method for providing information in an information distribution
2 system, comprising:
3 receiving trend data based on user inputs at a plurality of terminals;
4 analyzing the trend data in accordance with one or more categories; and
5 delivering contents to the plurality of terminals based at least in part on the
6 analyzed trend data.

1 26. The method of claim 25, wherein the trend data includes demographic
2 information collected for the plurality of terminals.

1 27. The method of claim 25, further comprising:
2 selecting and targeting contents for delivery to the plurality of terminals
3 based on the analyzed trend data.

1 28. The method of claim 27, wherein the targeted contents include
2 advertisements or programming, or a combination thereof.

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